

PARK  
THEATRE

# Creative Engagement Manager Information Pack

Tickets: [ParkTheatre.co.uk](http://ParkTheatre.co.uk)

Phone: 020 7870 6876\*

\*Telephone booking fee applies.

📍 Finsbury Park

# About Park Theatre

Park Theatre is a neighbourhood theatre with a global ambition. In everything we do, we aim to be warm and inclusive; a safe space in which to work, create and visit. Born out of CEO / Founding Artistic Director Jez Bond's desire to create a new theatre in a part of London which held the possibility of significant impact in the local community, as well as within the wider theatre industry. Our mission is to give people access to intimate, honest theatre that entertains and provokes; to nurture creativity and host some of the biggest names of stage and screen; and to welcome everyone in.

We work with creatives of the highest quality to present compelling, exciting, and beautifully told stories across our two intimate spaces. Our programme encompasses a broad range of work from classics to revivals with a growing focus on developing new writing, producing in-house as well as working in partnership with emerging and established producers from both the commercial and subsidised sectors. On stage, Park Theatre is a place where audiences can see the finest talent of today alongside the stars of tomorrow.

Within the industry, we aim to be a creative home from home for actors, writers, directors, and producers; we offer our spaces as a platform for development, rehearsed readings or sharings of new projects, with the aim of securing a future life either on our own stage or on another. We strive to play our part within the UK's theatre ecology by offering mentoring, support, and opportunities, encouraging the next generation of artists and producers to learn their trade and flex their muscles within a professional theatre-making environment.

We are invested and rooted in our local community and work with local residents, businesses, and partner organisations to create a better Finsbury Park for everyone. Our creative engagement strategy seeks to widen both the number and the range of people who participate in theatre, generating meaningful opportunities to engage for those who may have had little or no contact with the arts before.

Park Theatre is a charity with two trading subsidiaries; Park Pizza (our F&B offer), and Park Theatre Productions, through which we produce our own shows.

## Our Venue and Spaces

- **Park200** – seating on two levels, with up to 235 seats when configured on four sides
- **Park90** – a flexible studio seating 76 – 106
- **The Morris Space** – a multifunctional room used for rehearsals, workshops, readings, one-off events, and much of our creative engagement activity
- **Park Pizza & Theatre Bar** – attractive area located across two floors, catering for audiences and functions
- **Additional facilities** – including offices, three dressing rooms and a kitchen area



## Role Description

# Creative Engagement Manager

**Responsible to:** Executive Director

### Purpose of the Job

The Creative Engagement Manager oversees the award-winning participatory programme at Park Theatre; from co-devising projects to planning delivery and evaluating impact, this role is involved at every stage. Much of this activity takes place in spaces at our theatre building, but increasingly we are working with partners to provide regular activity in the local communities of North London. At the core of this are the participants who trust us to bring culture and creativity into their lives.

As a department of one, collaboration is key to the success of this role. Internally, this ranges from working with the executive on strategic planning, supporting our development team with crucial fundraising bids as well as working with marketing to promote activity online and in print. Externally this is representing Park Theatre at local and London-wide creative health forums, aligning our work with wider agendas.

### Creative Engagement Programme Strands

#### Young People

- Park Young Company (Sept – Mar)
- Work Experience Weeks (twice a year)
- Backstage Tours & Workshops
- Internships & Placements
- Youth Board (meets quarterly)

#### Dementia Friendly Park

- Reminiscence (drama & improvisation)
- Together in Time (music & singing)
- Kick Off with a Verse (creative writing)
- Beyond the Park Theatre building

#### Community Participation

- Andover Creative Partnership
- Community Productions
- Local Festivals
- Supporting local artists and creative organisations



## Key Responsibilities

### Strategic

- With the Executive Director, develop and oversee the implementation of a clear, coherent Creative Engagement strategy which addresses the needs of the local communities, maximises partnership and collaboration opportunities with likeminded organisations and contributes to the Park Theatre business plan aims and ambitions
- Work with colleagues to identify priority groups and devise strategic co-created projects to engage with target beneficiaries
- Deliver projects that are financially sustainable
- Contribute to audience development strategies
- Contribute to equality, diversity & inclusion, and environmental policies and action plans
- Collaborate with academic partners around evaluation and knowledge sharing

### Programming & Producing

- Collaborate with freelancers, participants and wider stakeholders to design youth, community and dementia friendly programmes, workshops and courses in Park Theatre and local community venues
- Work with the marketing team to promote the Creative Engagement activities and drive sign ups
- Lead on the delivery of these programmes; booking spaces, ordering refreshments and sourcing materials, managing attendance and supporting facilitators
- Monitor and evaluate the Creative Engagement programmes, collating quantitative data and qualitative feedback to inform decisions and implement learning

### Personnel Management

- Maintain a pool of appropriately qualified freelance facilitators to deliver programmes and projects, ensuring diverse representation
- Contract and line-manage facilitators, Creative Engagement Assistants and artists engaged on programmes and projects
- Coordinate and train volunteers who support sessions at Park Theatre and elsewhere
- Coordinate the Youth Board programme with quarterly meetings and guest attendees
- Work with the Executive Director to ensure the Safeguarding policy and procedures are up to date and relevant to activities delivered
- Process DBS Checks for all Park Theatre staff, freelancers and volunteers who work directly with children, young people or adults at risk of harm

### Stakeholder Engagement

- Strengthen existing and develop new relationships with community groups/leaders and artistic partners and organisations
- Broaden our network of schools and colleges, deepening engagement with teachers and pupils
- Keep abreast of developments across the educational and creative sectors
- Represent Park Theatre and contribute to relevant groups and networks i.e. Islington Dementia Network, Dementia Friendly Haringey Network, Friends of Andover group

### Audience (Participant) Development

- Work with the sales & marketing team to promote the creative engagement programmes and relevant shows to young people through appropriate channels
- Work with the General Manager to ensure all activity is accessible and participants have equitable experiences when participating in sessions
- Work with the artistic team to identify and deliver wrap-around events to deepen audience engagement with productions, make work more accessible and reach new audiences

### Financial Management

- Working with the Executive and Finance Directors to produce an annual departmental budget and individual project budgets as applicable
- Monitor and manage budgets, ensuring procedures are followed and expenditure is controlled
- Process expenditure for the Creative Engagement dept, keeping accurate, up-to-date records of expenditure and ensure the finance team receive and pay freelance invoices promptly

### Development (Fundraising)

- Work with the Development Manager to build good relations with existing and potential funders including trusts & foundations, donors, local businesses, ACE and local authorities
- Provide compelling copy, financial information and data and collaborate with others on funding applications, following the full cost recovery model
- Ensure accurate and timely reporting and evidence impact
- Identify case studies and collate qualitative feedback to build strong cases for future support

### General

- Uphold Park Theatre's vision and mission throughout all work activities and interactions
- Promote and maintain a positive inclusive working culture at Park Theatre, ensuring a safe and welcoming environment
- Actively engage with and contribute to professional development and training opportunities provided by Park Theatre
- Attend relevant internal and external events, meetings and conferences to inform the development of the Park Theatre's practices and nurture a collaborative working ethos
- Adhere to staff policies as outlined in the Staff Handbook



# Person Specification

## Skills & Experience

- Experience working in the arts, designing and developing participation or engagement programmes for young people, community groups, people living with dementia and unpaid carers
- Producing, project and event management experience
- Able to manage both department and individual project budgets
- Experience line managing staff, freelancers and volunteers
- Experience facilitating workshops with a diverse range of participant groups in theatre and community settings
- Experience working with diverse communities within the arts, with an understanding of inclusive, equitable and accessible practices in theatre
- Thorough understanding of safeguarding, experience being a Designated Safeguarding Officer, reviewing the Safeguarding policy and overseeing DBS checks
- Experience of fundraising with local authorities, trusts, foundations and individual donors
- Evaluation and report writing experience
- Excellent written communication skills, with strong attention to detail
- Good planning and organisation, with the capacity to manage multiple work streams and prioritise time

## Qualities

- Personable, able to build relationships with a large and broad spectrum of funders, local stakeholders, partner organisations and participant groups
- An articulate, adaptive and effective communicator
- Highly self-motivated, with the ability to work well independently
- Passionate about developing and sustaining accessible, collaborative and enjoyable creative arts programmes
- Confident public speaking and representing Park Theatre at a local, London-wide and national level
- Capable of developing long-standing partnerships and cross-industry networks

Interested in this role but not sure you meet all the criteria? Please consider making an application to us anyway - we're keen to hear from people who are excited by what we do, and if this role isn't right for you, there may be other opportunities.



# How to apply

Please submit a statement explaining, in no more than two sides of A4, what attracts you to the position and evidence of your ability to fulfil the role and meet the person specification. If you are submitting a job share application, please send us a joint letter and include how you would approach the shared role.

Please also submit a CV (or two CVs if applying as a job share) outlining your skills, experience and/or training to date (no more than two sides of A4) and complete our Equal Opportunities Monitoring Form here:

<https://parktheatre.typeform.com/to/R39ER5Vb>

If you'd like to submit your application in another format, please do not hesitate to do so.

Applications should be sent via email to [jobs@parktheatre.co.uk](mailto:jobs@parktheatre.co.uk)

For an informal conversation about the role, please email requesting to arrange a time to speak to the current Creative Engagement Manager.

By submitting an application to us, you confirm the following:

- The information you provide is correct at the point of submission
- You give your consent for Park Theatre to hold and process your data and information
- You give your consent for Park Theatre keep your application details on file for up to two years

Closing date for applications:

**Tuesday 30 June, 5pm.**

<https://parktheatre.co.uk/get-involved/jobs/>



## Summary of Terms & Conditions

**Salary:** £32,000-35,000 per annum

**Contract:** Permanent, full time (35 hours per week)

**Hours:** 10am – 6pm, Monday to Friday (occasional evening and weekend work required)

**Flexible Working:** Park Theatre operates a TOIL policy and flexible working patterns including partial remote working (usually one day per week)

**Holidays:** 33 days per year (including bank & public holidays)

**Pension:** Park Theatre operates a company pension scheme with 3% company contribution, available to all staff

### Other Benefits:

- Complimentary tickets to Park Theatre shows (subject to availability)
- Discount at Park Pizza
- Employee Support Scheme, including complimentary flu vaccinations
- Season ticket loan and Cycle to Work scheme
- Family friendly policies
- Access to training & support for professional development

**Applications close:** Tuesday 30 June, 5pm.

## Application Procedure

### Equal Opportunities

We are an inclusive organisation and an equal opportunities employer. Our aim is to create a diverse and inclusive working environment and our recruitment process is open to all, but we are particularly keen to hear from global majority and / or disabled candidates, as these groups are currently underrepresented in our teams. As a Disability Confident Scheme employer, we guarantee to interview all disabled applicants who meet the essential criteria for our vacancies.

If you feel that this applies to you, please include the following sentence at the end of your application letter: *I would like my application to be considered under Park Theatre's Positive Action policy.*



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